



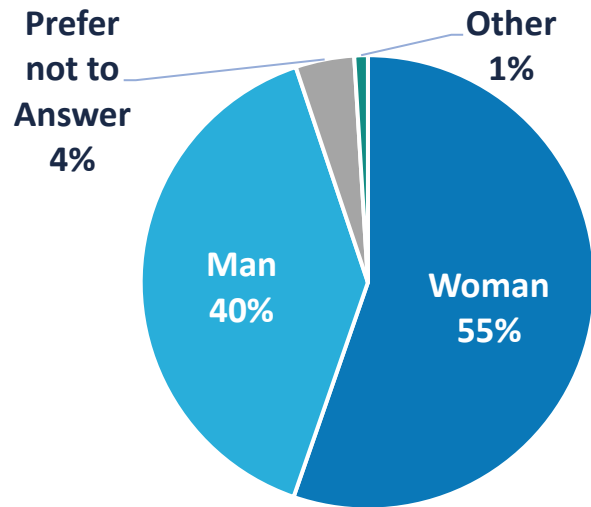
Town Center Community Survey

February 26, 2024

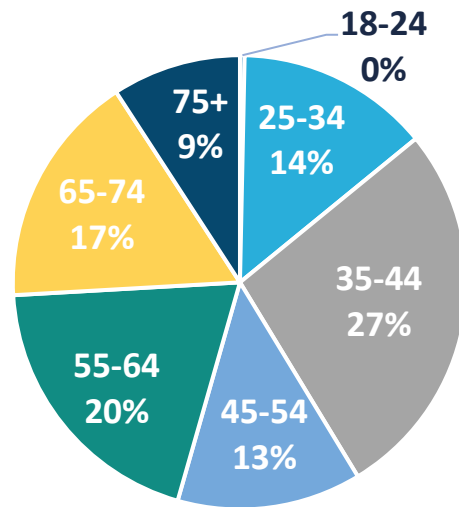
Respondent Profile

85%
WHITE

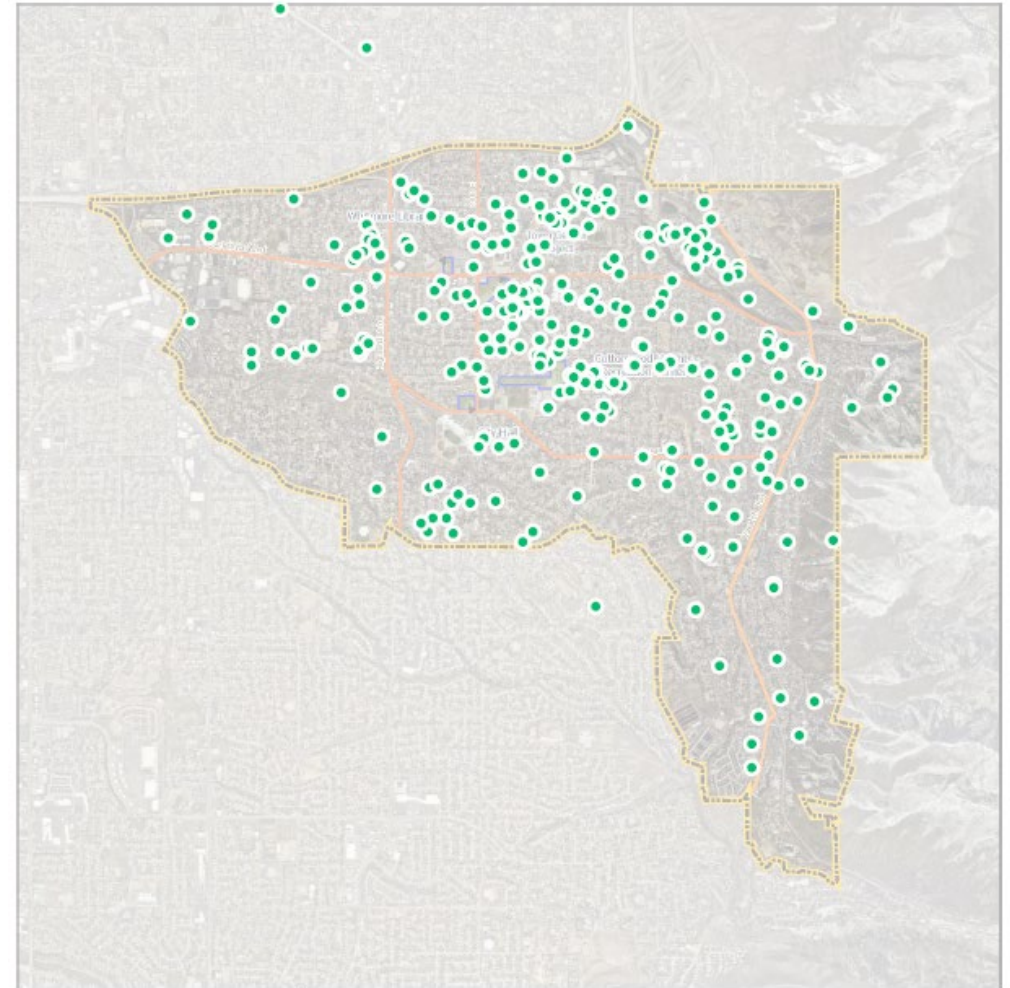
94%
HOMEOWNERS



GENDER

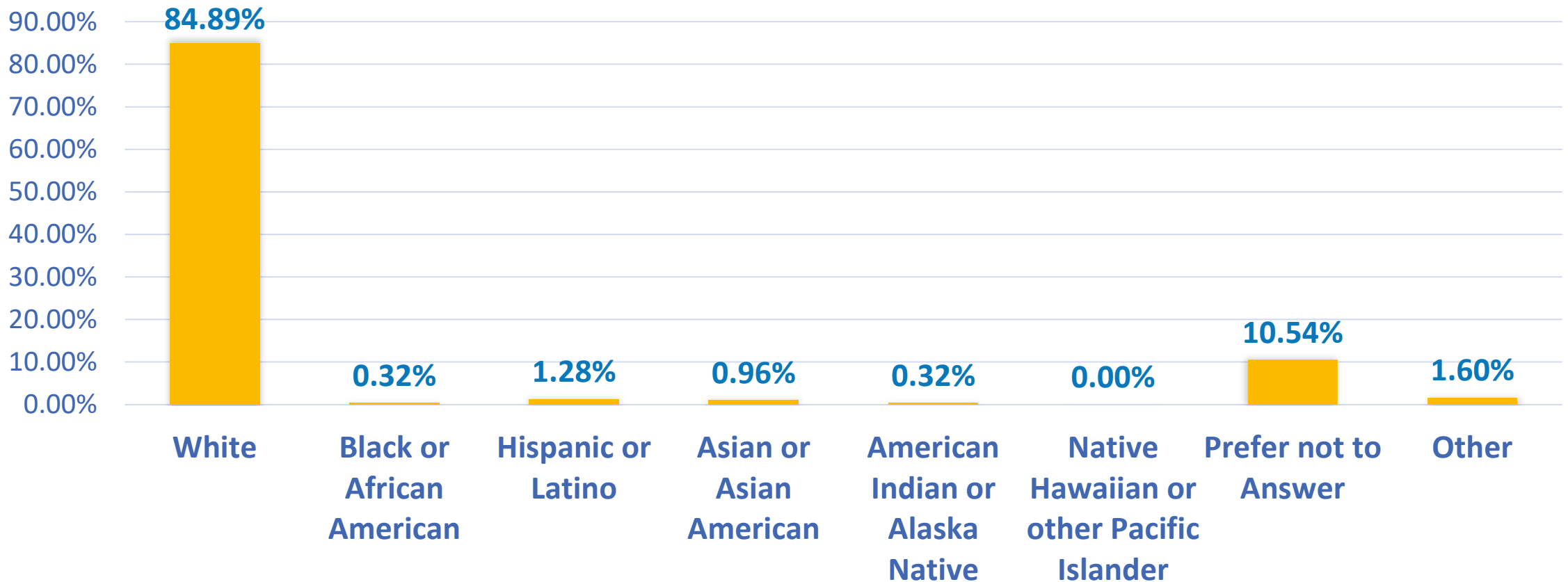


AGES



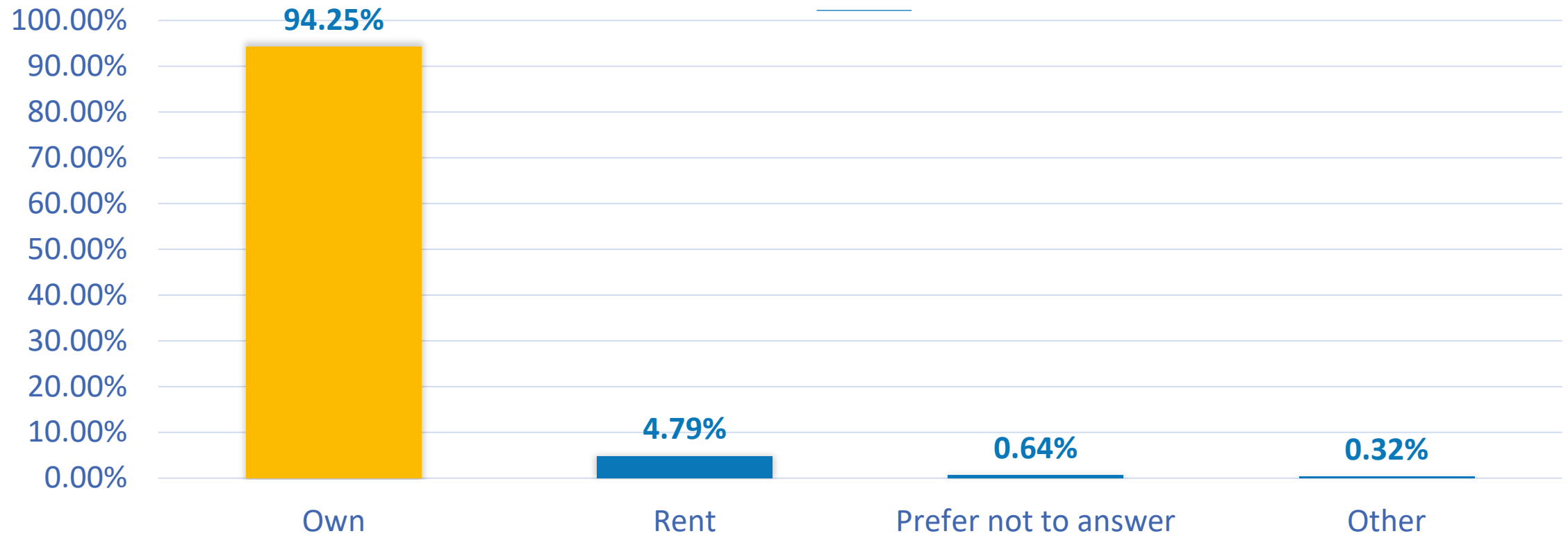
316 Responses

Ethnicity/Race of Respondents

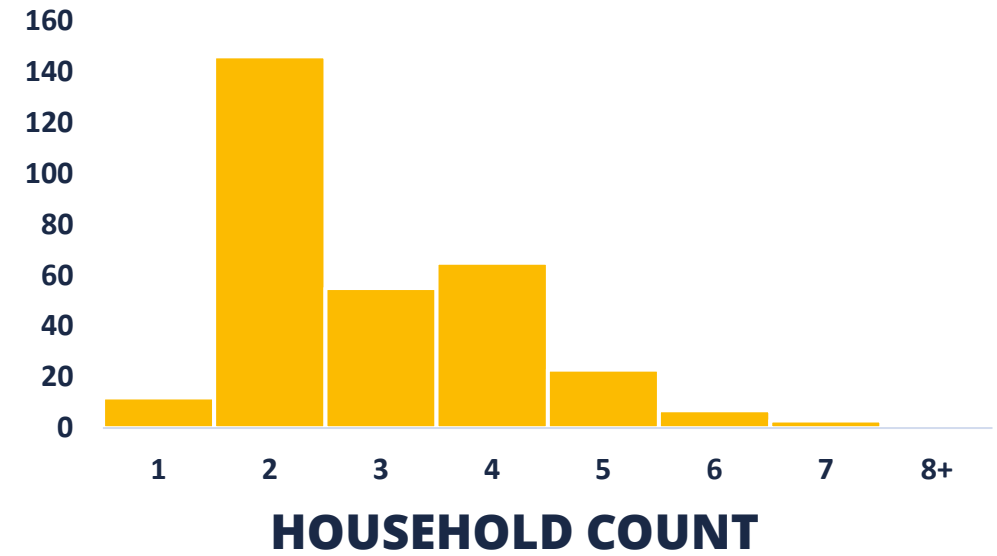
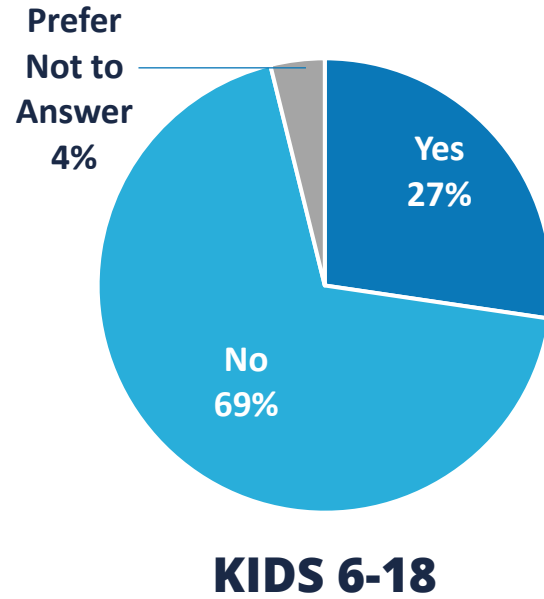
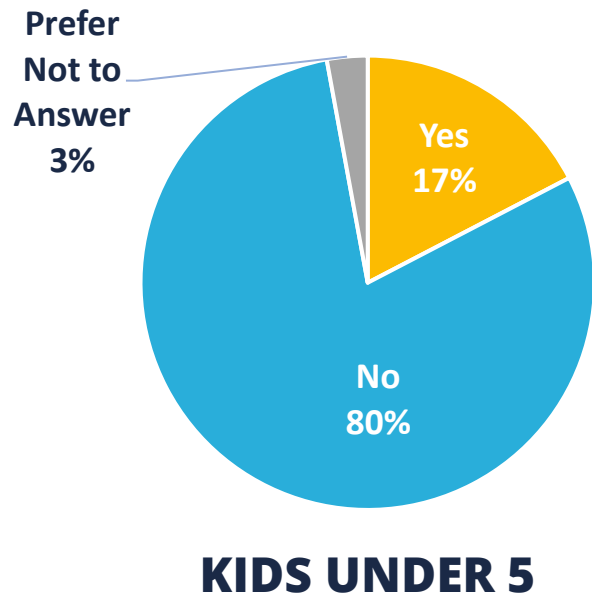


CH Census 2020: White – 88.2%, Black/African American – 0.6%, Hispanic/Latino – 5.3%, Asian/Asian American – 3.4%, American India/Alaska Native - 0.2%, Native Hawaiian/Pacific Islander - 0.6%

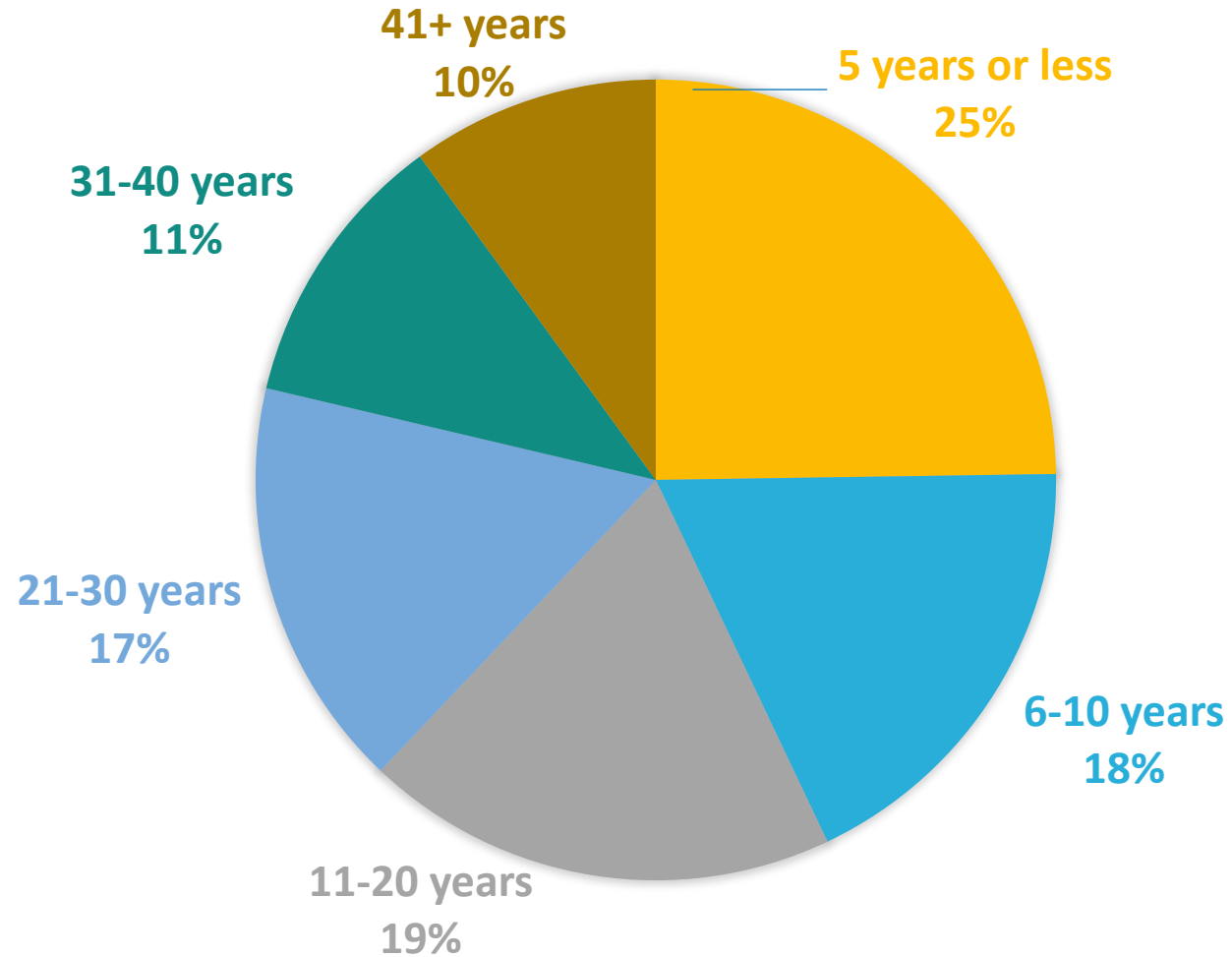
Homeowners vs Renters



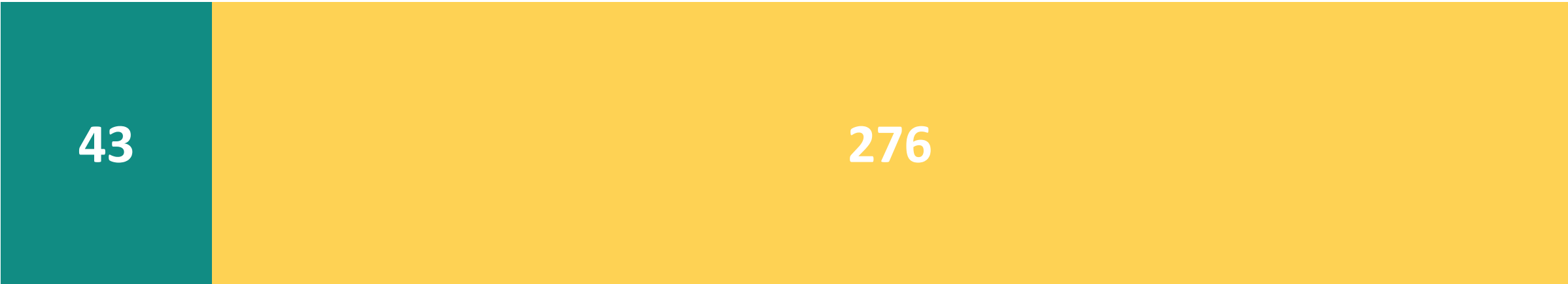
Household Makeup



Years lived in Cottonwood Heights

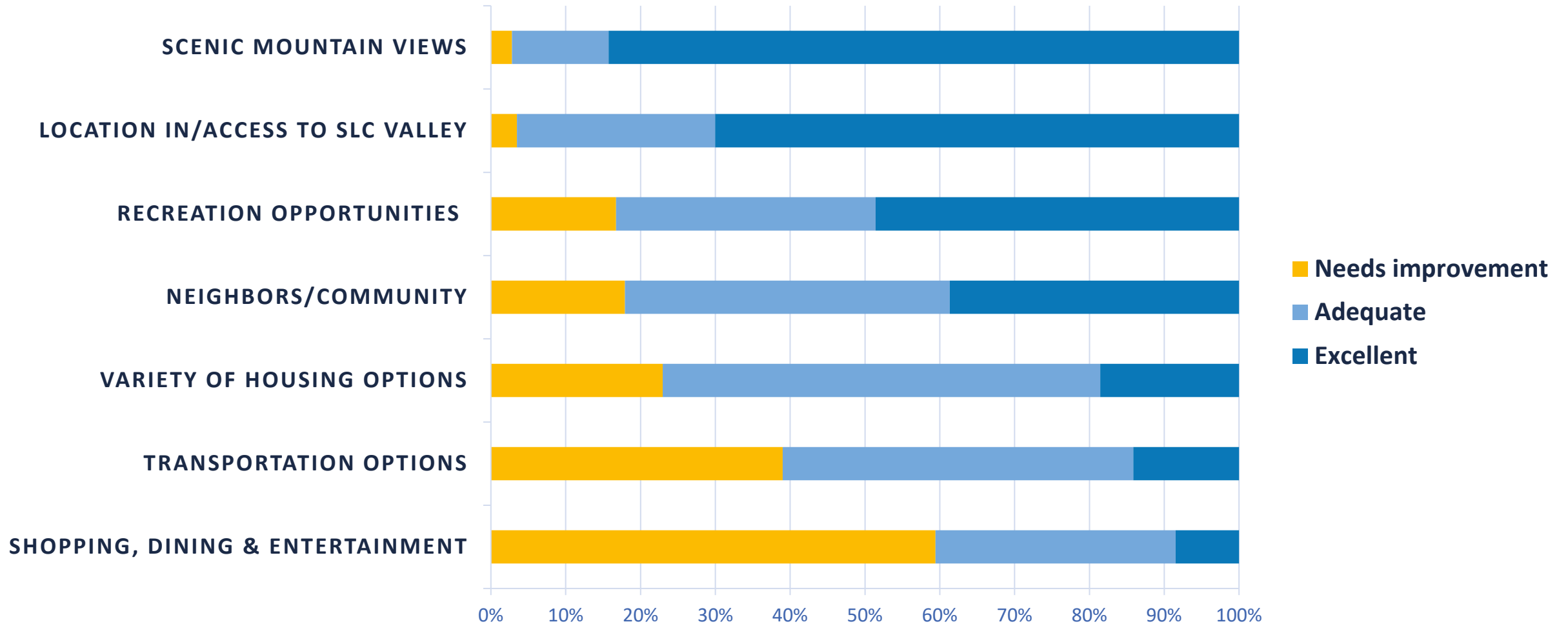


Work/Own a Business in Cottonwood Heights

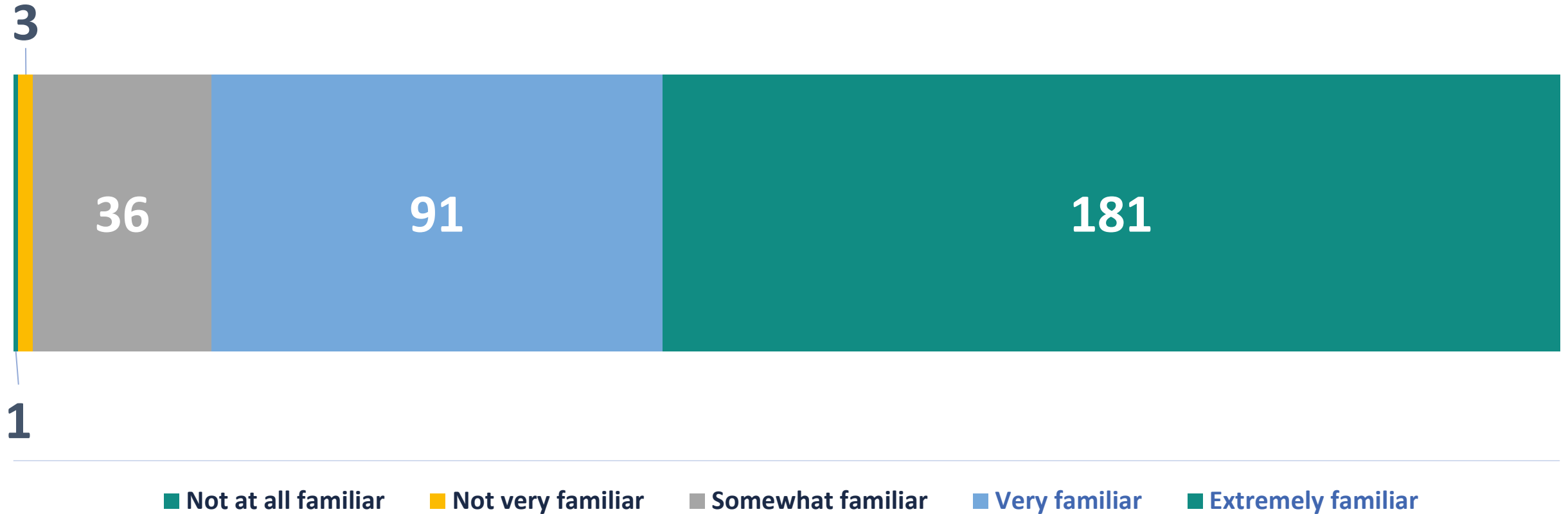


■ Yes ■ No

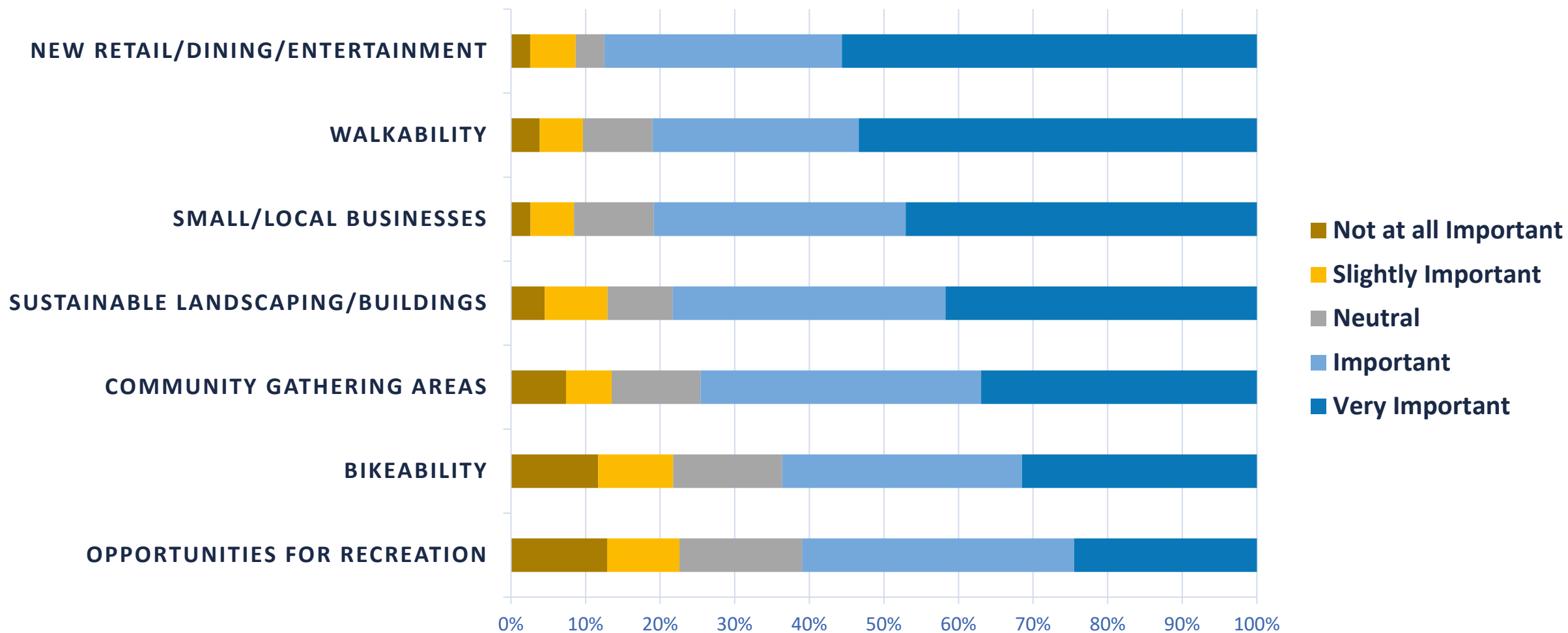
Aspects of Living in Cottonwood Heights



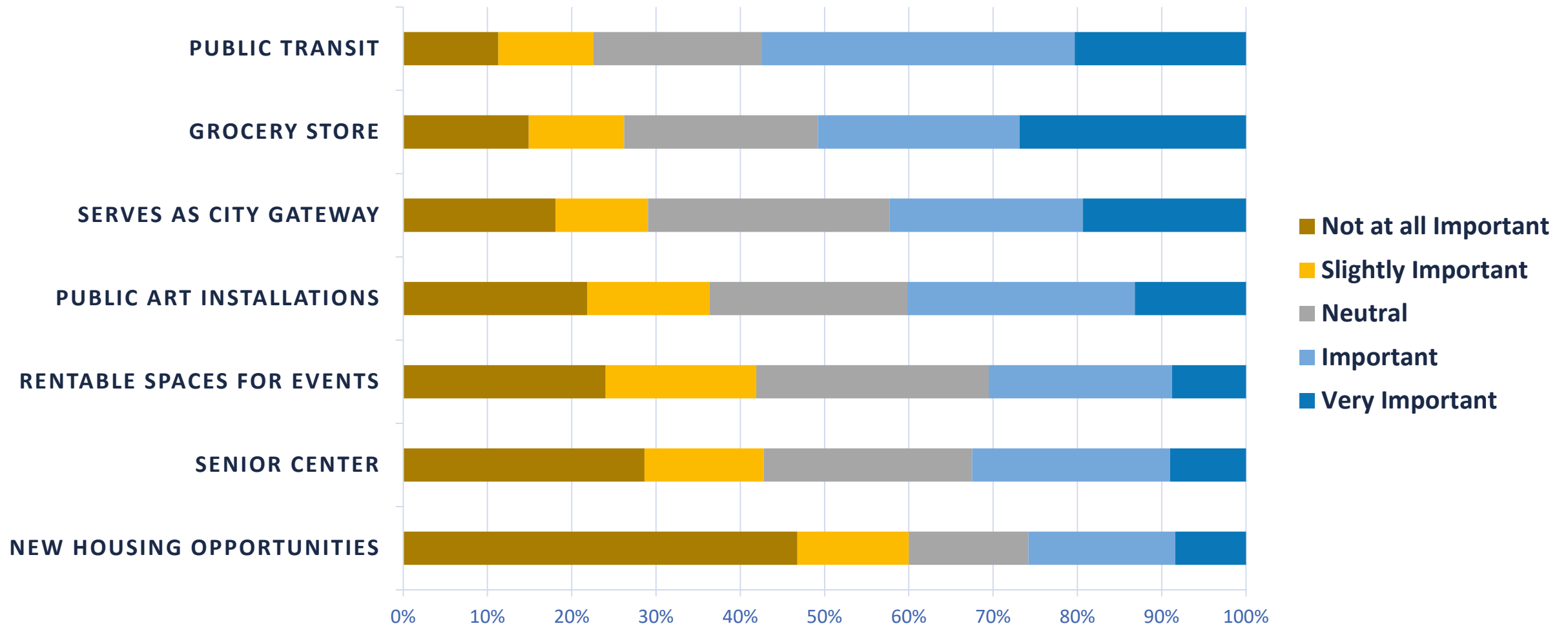
Familiarity with Hillside Plaza



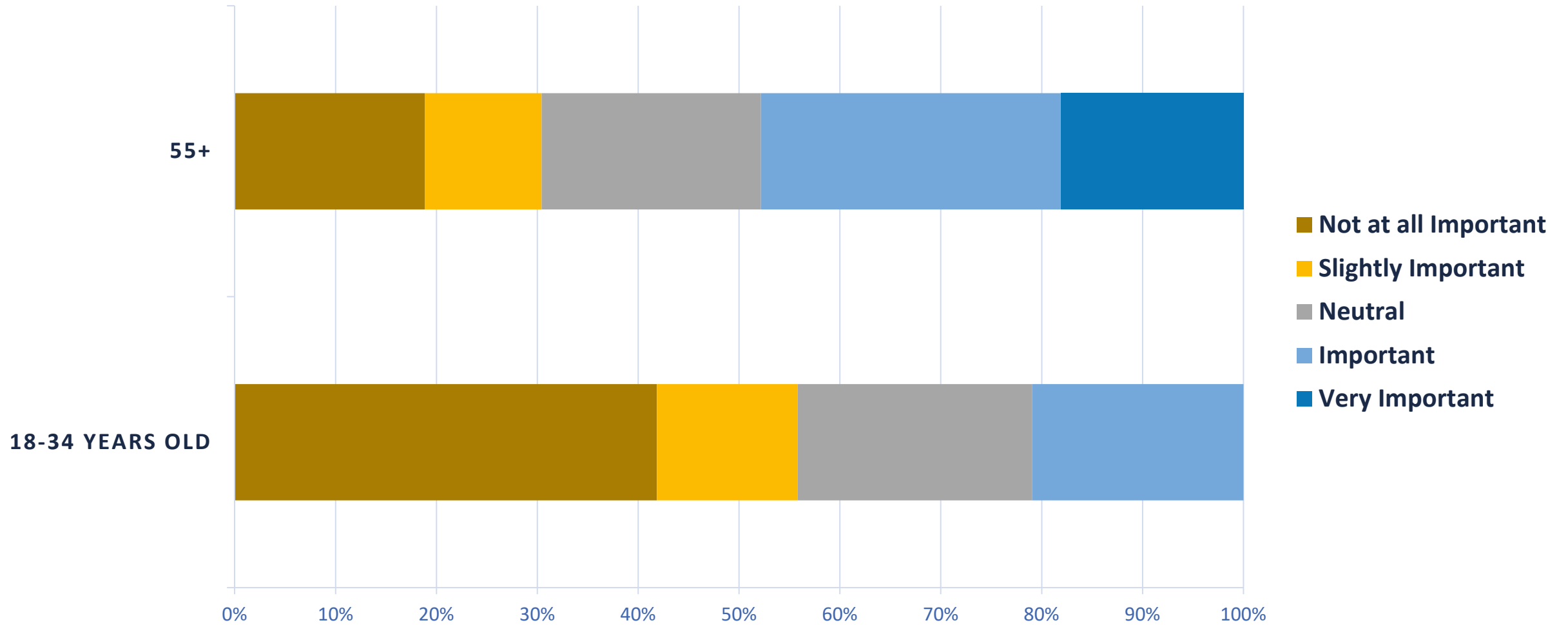
Importance in New Town Center



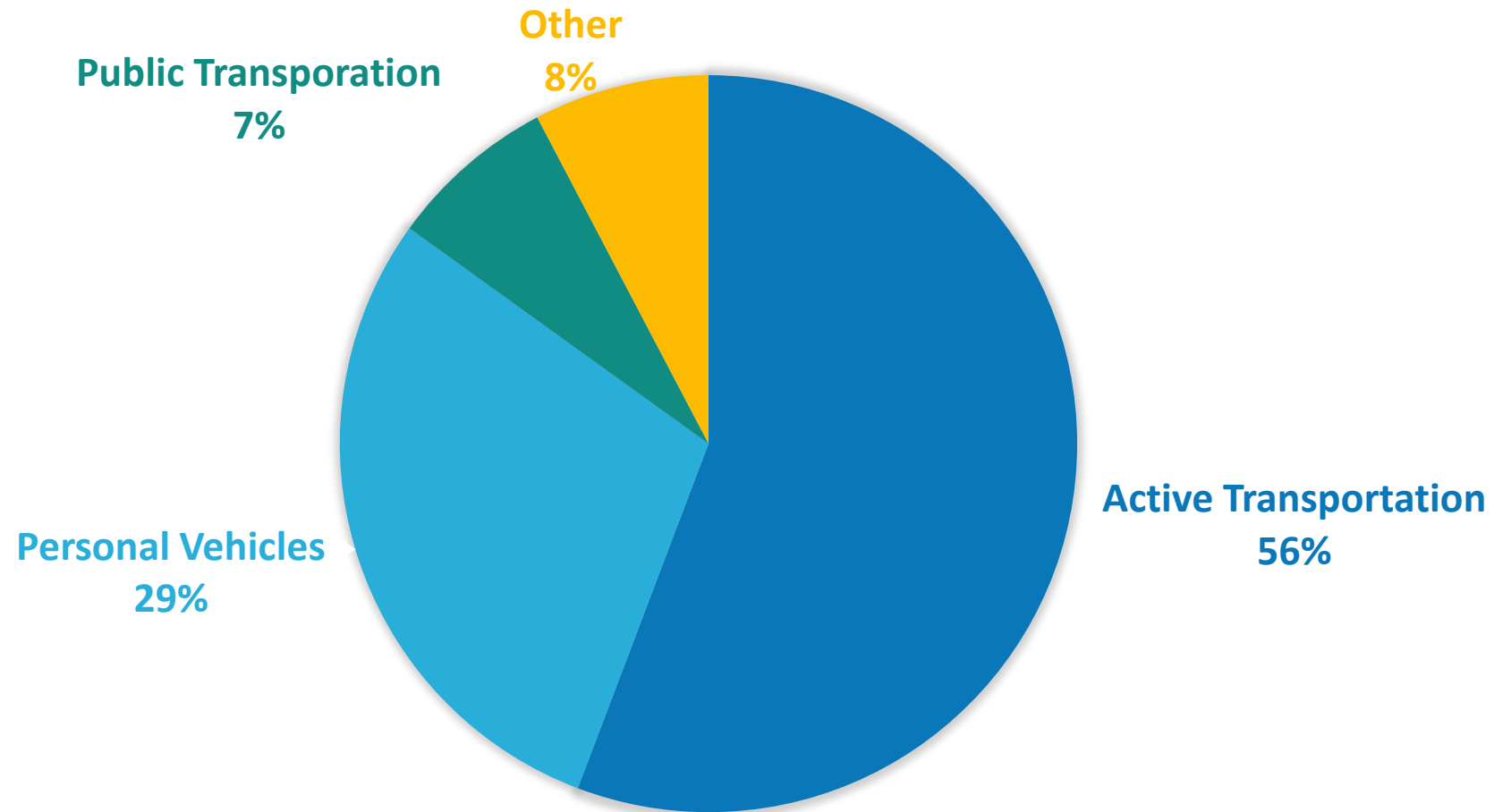
Importance in New Town Center



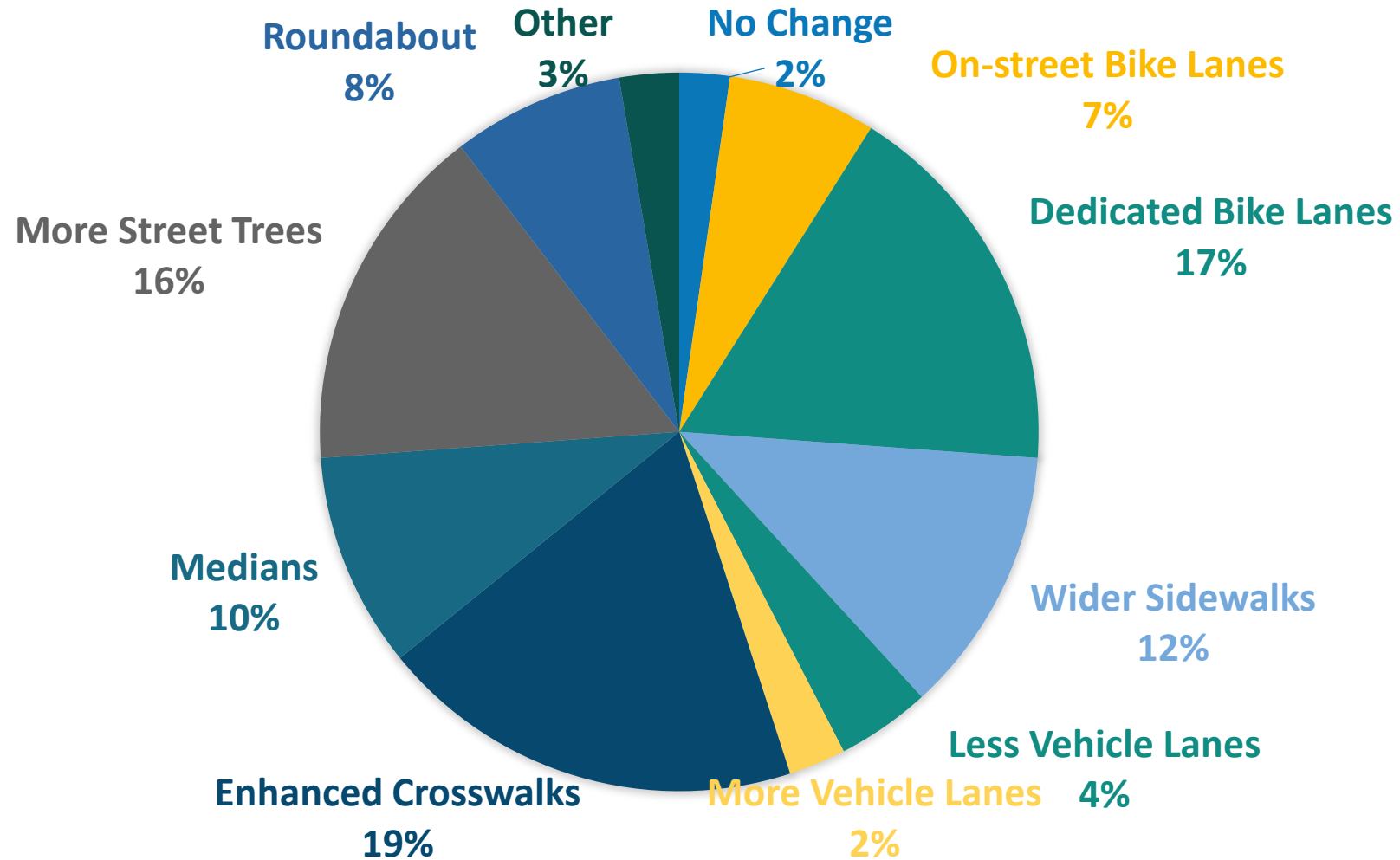
Senior Center



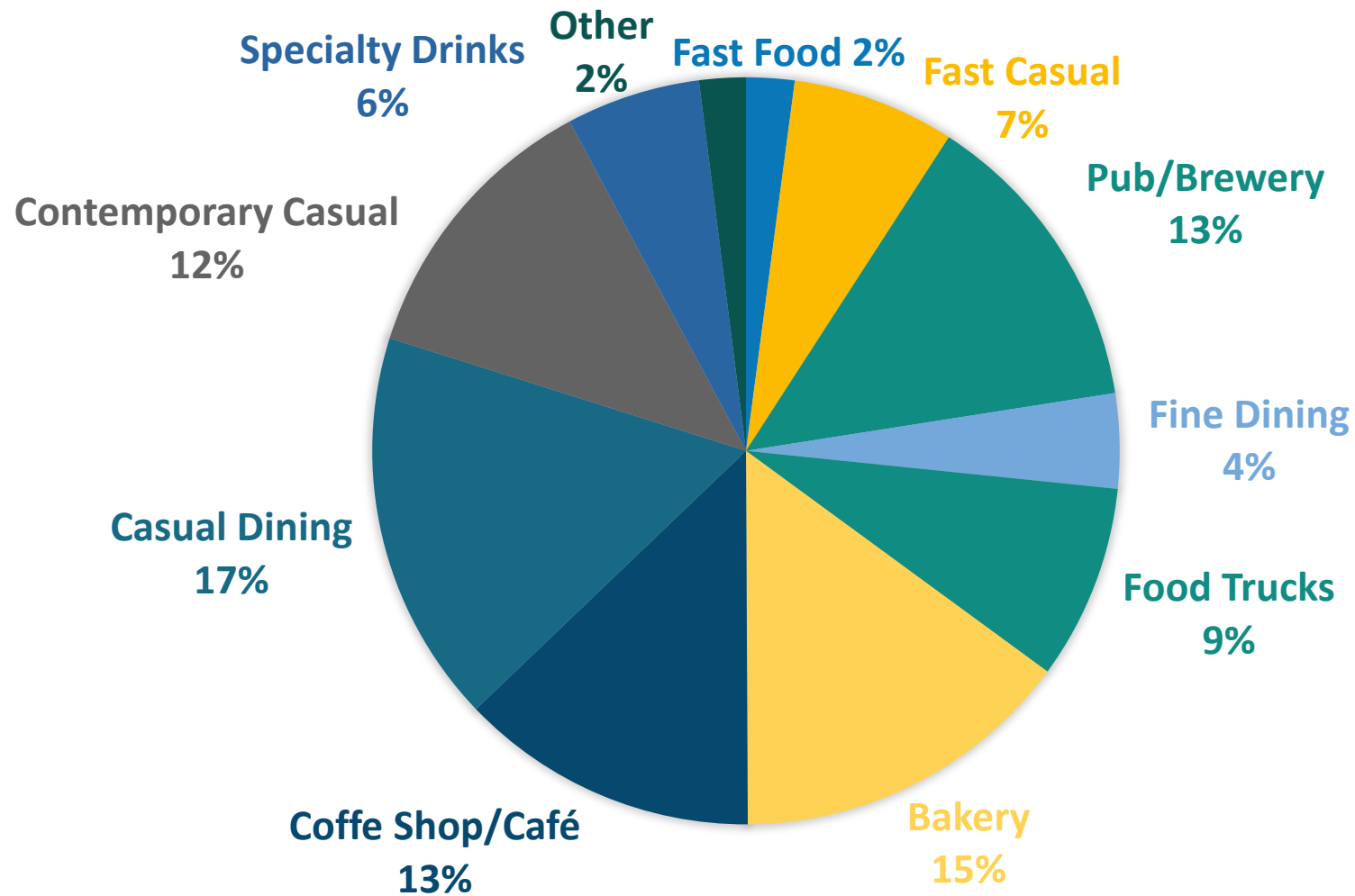
Preferred Transportation Focus



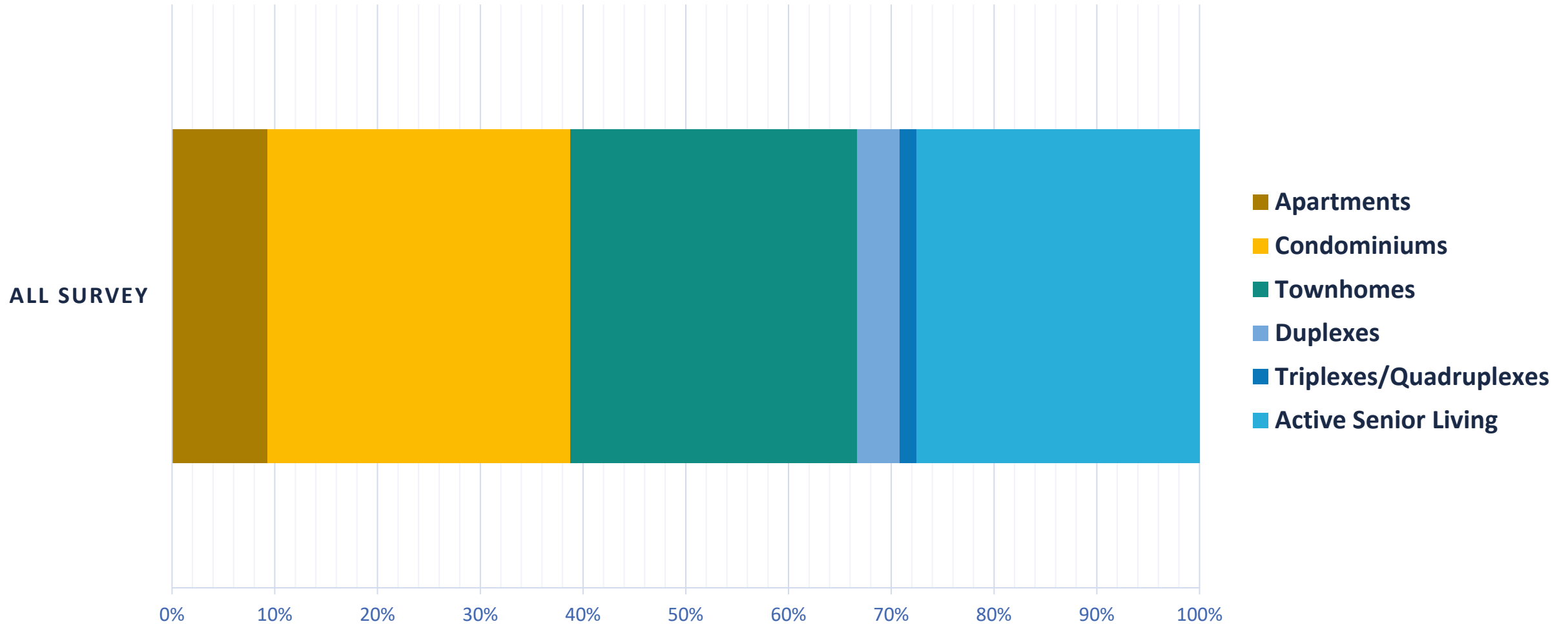
Preferred Roadway Design Features



Preferred Dining Options



Preferred Housing Type



Housing Type: Reason for Selection

Apartments: Allow more people to enjoy living in Cottonwood Heights (different socioeconomic status, young families, young professionals, City workforce), provide more options for renters, affordable, more housing in less square-footage.

Condos: Provide a more affordable route to ownership, and encourage longer-term residents who are more likely to exhibit “pride in ownership.” Suggestion to provide a mix of rentable and for-sale properties. Enable City to accommodate more units in a smaller footprint, but less dense and more stable than apartments. Desire to see retail/commercial on the bottom with condos above.

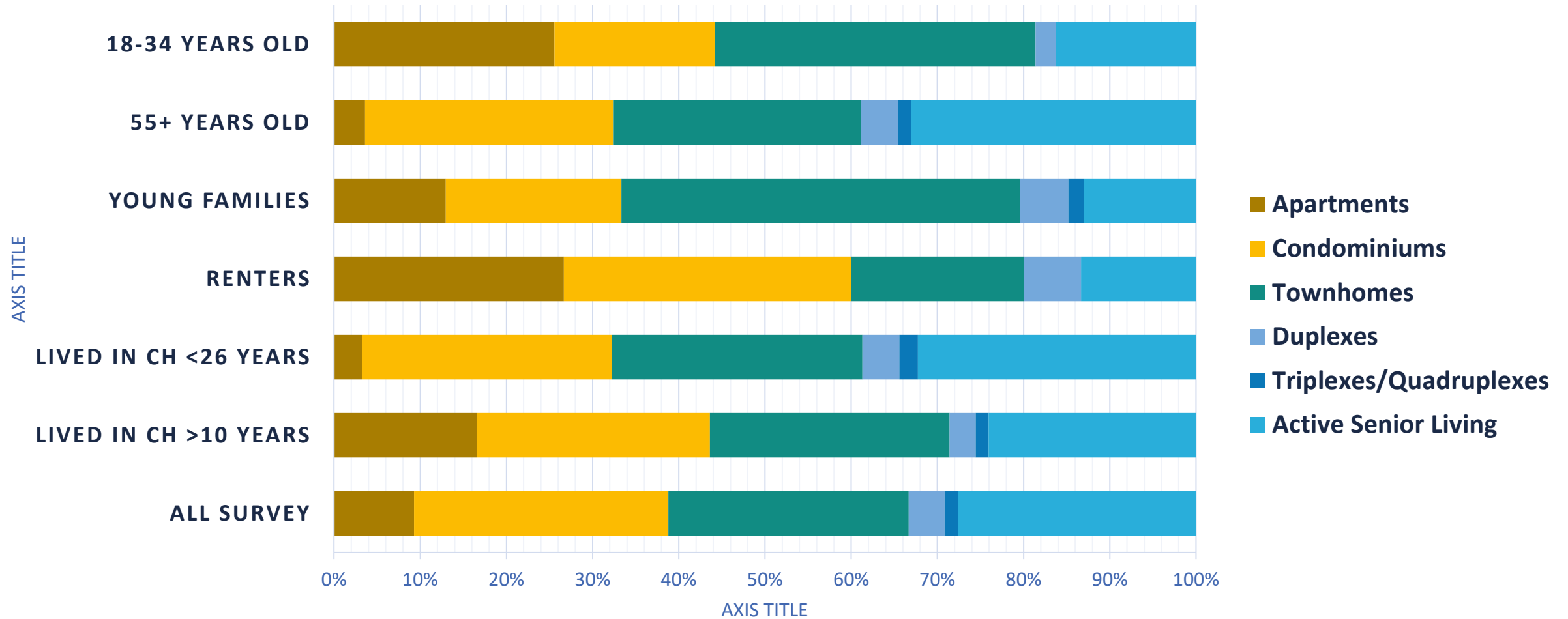
Townhomes: A medium-density solution to providing a compromise by adding housing inventory without tall buildings and a significant increase in traffic. Provide a more affordable, “starter home” option for young families and an approachable home option for seniors. Prefer private ownership options rather than rental – feel that residents who own their home contribute more to the community.

Housing Type: Reason for Selection

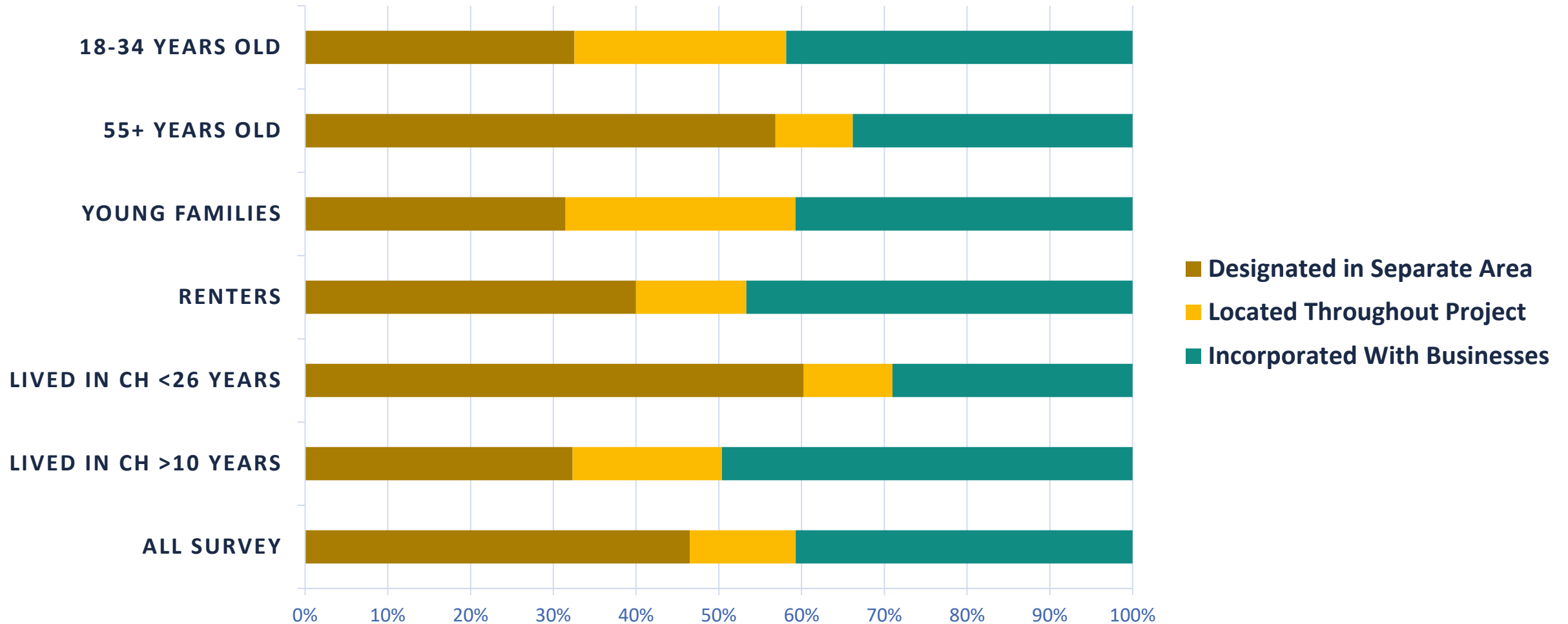
Duplexes/Triplexes/Quadruplexes: May be seen as more desirable with less common walls and space for pets. Provide housing options without a lot of density. Smaller impact on traffic. Prefer housing that encourages ownership rather than rental.

Active Senior Living: City currently lacks options for active seniors (55+). Would put less demand on infrastructure, likely require less parking, and create the least impact on traffic. Many believe seniors would provide the greatest economic benefit to the area, and if seniors have an attractive option within Cottonwood Heights, would free up single-family, larger homes for younger families.

Preferred Housing Type



Preferred Housing Incorporation



Preferred Entertainment Options

